

An audio apparatus is constructed for use in negative drive of a loudspeaker having an internal impedance to perform a desired amplitude-frequency characteristic. In the audio apparatus, an amplifier device drives the loudspeaker with a driving voltage. A feedback device performs a positive feedback of a signal corresponding to the driving voltage of the loudspeaker to the amplifier device with a variable feedback gain, thereby causing the amplifier device to generate a negative impedance effective to negate the internal impedance of the loudspeaker. An adjustment device decreases the variable feedback gain of the feedback device as a level of the driving voltage of the loudspeaker increases, thereby adjusting the amplitude-frequency characteristic of the amplifier device.